

Laura Lopez | UX Product Designer

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Summary: UX/Product Design Lead with 5+ years of experience designing scalable enterprise SaaS and digital platform experiences. Expertise in design systems, accessibility, user research, and cross-functional collaboration to deliver intuitive, user-centered solutions aligned with strategic business objectives. Experienced leading UX initiatives from research and interaction design through implementation, optimization, and stakeholder alignment.

Director of Product | 24/7 Teach December 2023 - December 2025

- Led the strategic vision and end-to-end UX design of an AI-powered SaaS platform, defining information architecture, interaction models, user flows, and scalable interface systems aligned with organizational goals.
- Established and scaled a comprehensive enterprise Design System including reusable components, interaction states, accessibility standards, documentation, and UX governance that standardized experiences across a multi-product SaaS ecosystem and accelerated delivery velocity.
- Directed mixed-methods UX research initiatives including interviews, usability testing, surveys, journey mapping, and behavioral analysis to uncover pain points and drive evidence-based product decisions.
- Partnered cross-functionally with Product, Engineering, Business, and Operations stakeholders to define scope, align strategic priorities, establish success metrics, and guide UX implementation across complex digital initiatives.
- Oversaw product roadmap alignment, iterative optimization efforts, and post-launch UX improvements informed by user feedback and analytics.

UX Project Manager | 24/7 Teach October 2023 - November 2023

- Led UX execution across multiple concurrent digital initiatives within Agile workflows, coordinating timelines, deliverables, stakeholder communication, and cross-functional handoffs.
- Cultivated a user-centered and data-driven design culture through structured research initiatives, usability testing, design reviews, and continuous feedback loops.
- Mentored and directed a rotating cohort of 12 junior UX designers through critiques, usability reviews, accessibility standards, and Design System implementation, elevating team-wide UX quality and delivery consistency.
- Ensured alignment with accessibility guidelines, scalable interaction patterns, and consistent UX standards across digital products and interfaces.

UX/UI Designer | 24/7 Teach August 2023 - September 2023

- Led mixed-methods UX research initiatives including interviews, usability testing, surveys, journey mapping, and behavioral analysis to uncover pain points and drive evidence-based product decisions.
- Assessed the performance of design solutions through systematic analysis of A/B testing data, offering valuable insights on the attainment of predefined objectives and guiding data-driven design choices.
- Designed high-fidelity wireframes, prototypes, interaction patterns, and scalable UI solutions using Figma.

Product Manager | College Action Program December 2024 - January 2025

- Defined and prioritized the product roadmap based on a thorough understanding of business objectives, user feedback, and competitive landscape, adapting strategies to meet evolving market trends.
- Conducted extensive market research to identify trends, competitor offerings, and user needs, shaping the app's features to address key pain points in the college transition process.
- Established and maintained a strong feedback loop with end-users through surveys, focus groups, and beta testing, enabling continuous refinement of the app based on user input.

Quality Assurance Tester | University of California, Los Angeles August 2015 - April 2017

- Helped transform 14 paper-based institutional workflows into enterprise web applications serving 10,000+ users, improving operational efficiency, usability, and digital accessibility across complex administrative systems.
- Gauged usability and product quality across releases—identified and documented defects/UX issues, performed root-cause analysis, and synthesized user feedback into prioritized recommendations.
- Worked across concurrent Agile projects: maintained the bug-tracking database, produced quality metric reports (defects, complaints, user feedback) to inform decisions, verified fixes through all testing phases, and shipped production updates on schedule.